



Strategy-powered words that sparkle and convert

SaaS & Tech Homepage Messaging Scorecard

A practical rubric for clarity, category, and conversion

Free guide · Tech copywriting

<https://www.thecreativecopywriters.com>

April 17, 2026



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1 How to use this scorecard

Score each dimension **1** (weak) to **5** (strong). Aim for **4+** on clarity, category, and CTA before debating polish.

2 Dimension A: Category clarity

- A stranger knows **what you sell** in one line (product category or outcome).
- Headline does not require insider vocabulary.
- Subhead explains **who it's for** or **how it's different**.

3 Dimension B: Outcome vs. feature balance

- Hero emphasises **outcomes** (speed, risk removed, revenue, uptime) before internals.
- Feature blurbs tie each bullet to a **user benefit**.

4 Dimension C: Proof and risk

- Proof matches the claims that need the most belief (not logo soup).
- Security, compliance, or migration worries surfaced if relevant.

5 Dimension D: Motion (PLG vs. sales-led)

5.1 Product-led growth (PLG)

Free trial or freemium obvious? Time-to-value explained? Self-serve path in the hero?

5.2 Sales-led

Is **who should book a call** obvious? Is enterprise trust (SOC2, references) visible?

6 Dimension E: Primary CTA

One dominant action; verb-led button; no competing banners stealing focus.

7 Dimension F: Technical credibility without fog

Jargon only where the reader expects it; glossary or tooltip for acronyms if mixed audience.

8 Score sheet

Dimension	A	B	C	D	E	F
Score (1–5)						

A Category · B Outcomes · C Proof/risk · D PLG/sales motion · E CTA · F Technical clarity **Notes & rewrites to test:**

9 Fast rewrites to try

- Swap headline to *outcome for [role]*; move category to subhead.
- Add one line of *why now* (regulation, market shift, cost of delay).
- Replace vague scale claims with *one* verified metric.

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